

# MANUFACTURING EXTENSION PARTNERSHIP

## Success Stories from the Field

### Sonoco Crellin

#### New York Manufacturing Extension Partnership

#### Sonoco Molded Plastics Improves Sales with Assistance from Center for Economic Growth

**Client Profile:**

Sonoco Molded Plastics manufactures plastic injection molding and is an extruder of custom and proprietary plastic components. Founded as Crellin, Inc. more than 50 years ago, the company employs 150 people at its facility in Chatham, New York.

**Situation:**

Faced with increasing global competition and a relatively static business, Sonoco engaged the Center for Economic Growth (CEG), a division of the New York Manufacturing Extension Partnership and a NIST MEP network affiliate, for assistance in growing their top-line revenues. In the process Sonoco wanted to develop a much higher degree of accountability in their sales force to ensure long-term sustainable improvements.

**Solution:**

CEG determined that the best course of action for Sonoco would be to improve the abilities and efficiency of its sales force. CEG engaged Lorraine Ferguson, owner of Direct Impact Associates, a strategic partner and local provider of Sandler Sales Training products. The Sonoco sales team attended customized Sandler Sales Training classes for lead generation and management over a 12-month period.

**Results:**

- \* Increased sales by more than \$6 million.
- \* Increased efficiency in the sales process.

**Testimonial:**

"Most industrial businesses are static or declining; the increased sales, thanks to the CEG team and the Sandler training, has proven that growth can still happen even in a down economy."

Mike Tucker, Executive Vice President